



Expanded Food and Nutrition Education Program

EFNEP Social Media Committee

Tips To Create The Best Posts For Each Social Media Channel

Facebook

Facebook has a wide range of options for sharing content. You can share status updates with just text, or you can include links, photos or videos. There is no character limit, so you can write as much as you'd like in status bar. Always include a status update with your posts. Include statuses that are short and get to the point.

- Status updates alone: These posts tend to get the least amount of reach. It's recommended that you include a link, photo or video with your updates.
- Status updates with links: If you find an article or web page with information relevant to your program, you can include the link in your status update. A link preview will appear below the status. It is best to delete the URL from the status before you click "Publish." the preview will still appear and you can still click on it.
- Status updates with photos: Eye-catching photos help attract your audience's attention. Include a photo that's relevant to your
- Status updates with videos: Facebook's algorithm prioritizes videos, which means more people are likely to see your content.
- Facebook Live is a very popular feature at this time. Facebook gives the most preference to live video streams. If you and your team are comfortable streaming a live video, we highly recommend trying it.

Twitter

- Keep tweets short and sweet. Remember, there's a 140 character limit.
- Include photos or links with your tweets. Photos do not count toward the number of characters.
- Include relevant hashtags.
- Mention (@username) other organizations as appropriate, such as when sharing their content or when sharing information relevant to their work.

Pinterest

- The shape of the post is the most important part. Long images with information on the image are most engaging.
- Always include links with your pins.
- Include relevant hashtags to help your content get noticed.

Instagram

- Post high-quality photos or videos.
- Don't disregard the caption. It's still important to get those important keywords into the post.
- Like Twitter, hashtags are essential for sharing content if you want to gain more followers.

YouTube

- The best videos to share here are high-quality and informative for your program.
- Since YouTube is owned by Google, keyword-rich video captions are essential for getting your content seen.
- Pick a thumbnail for your video that is eye-catching and clearly represents what your video is about.